

VISUAL DESIGN

Redesigning Brand

HELI BHAVSAR

LOGO REDESIGN



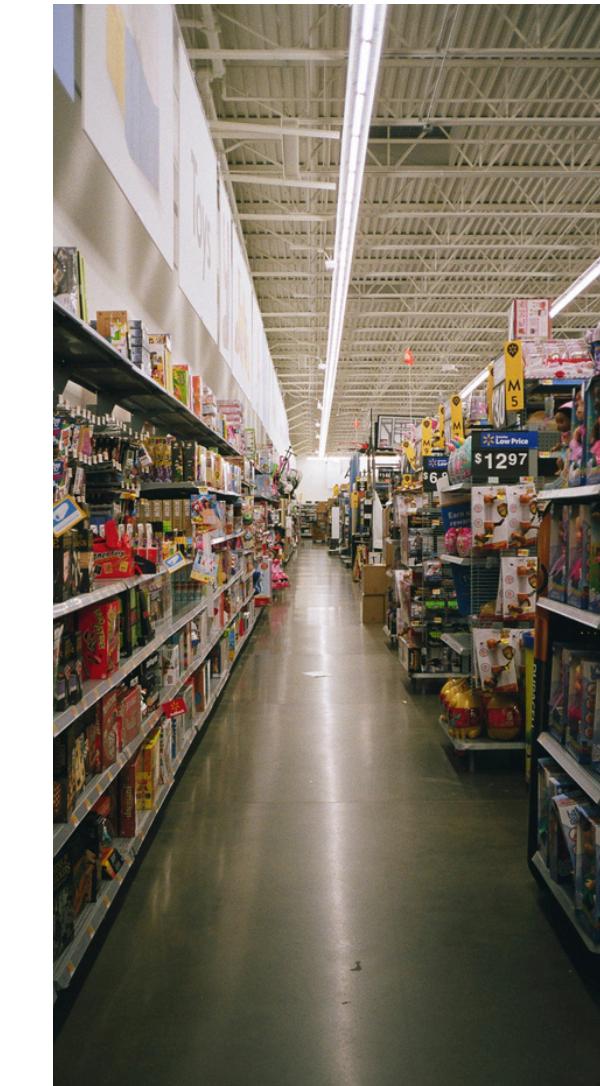
visual design

I got Walmart as a brand for
redesigning



Walmart's mission and vision is to provide Canadians with access to quality products at affordable prices both in-store and online. The Walmart logo has evolved over time, and the current logo was designed to modernize the brand, with the spark symbolizing innovation and inspiration.

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Brand Identity

Walmart's brand identity is described as comfortable, friendly, and projecting a relaxed image. To attract customers, Walmart uses various advertising channels such as TV commercials, billboards, and social media.

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Why brand need to be redesigned?

The company is currently considering redesigning its logo to create a recognizable, memorable, and relevant logo for existing and potential customers. The goal of the redesign is to modernize the existing logo and align the visual identity with the company's brand values, such as affordability, sustainability, and convenience. The suggested changes by client include updating the typography and color palette, incorporating a new logo symbol, highlighting convenience, and featuring imagery that evokes the idea of community.



About Brand

Walmart is a supermarket with all kinds of products accessible at reasonable costs, not simply a grocery shop. Low prices and a large selection of products are Walmart's guiding principles. Sam Walton's original concept was that everyone could visit his store and buy everything they wanted, obviously at reasonable rates. Moreover, as we all know, it was this method that helped the Walmart corporation grow. The corporation ate up a lot of competitors, and none of them could fight back.

The image shows the official logo of Walmart, consisting of the word "WALMART" in a bold, blue, sans-serif font. The letters are evenly spaced and have a slightly rounded appearance.

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Evolution

When it first appeared in 1962, the Walmart logo was quite basic. Back then, the corporation was known as Wal-mart. Then, when they decided to decorate it with a tiny star, the globe was divided into Wal and Mart. The colour scheme for the original Walmart logo was also very straightforward: white letters on a brick-red shield. At the same time, the phrase "Always low prices" emerged. Yet, the company thrived for many years with this design solution because it was a novel and creative concept for those times.

1962 - 1964

Walmart launched without a true logo. In fact, for the first two years, when the Walmart name appeared in print, the font and style were chosen at the whim of the printer.

WALMART

1964 - 1981

In 1964, the company selected a font. This "Frontier Font Logo" was the first official and first consistently used logo in our history. It survived for nearly 20 years.

WAL-MART

1968 - 1981

Along with the first official logo, we developed a Discount City mark. This mark appeared in print advertising and in-store signage, as well as on employee uniforms and smocks. However, it was never used on exterior building signage or in annual reports.



1981 - 1992

After nearly 20 years, the company dropped the frontier feel of the logo and introduced a fresh new look for Walmart.

WAL-MART

1992 - 2008

In 1992, we replaced the hyphen with a star. This logo can still be seen on many of our North American storefronts as we continue to transition hundreds of stores to the newest logo.

WAL★MART

1992 - PRESENT

In 2008, Walmart underwent the most significant logo change to date, introducing a new font and the iconic spark.

Walmart The logo icon is a yellow five-pointed star with a white outline.

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Current Logo

In 2008, as part of a significant rebranding effort for Walmart, the "spark" logo was introduced. Before that, it was a wordmark with a star between the letters "Wal" and "mart." Walmart referred to the new logo in a statement as "a representation of all the brilliant concepts that have aided in the growth of our business over the years. Also, it represents the inspiration that resides within everyone of us."

According to Walmart, the sparkles represent the **customer, respect, integrity, associates, service, and excellence.**



What this logo specify? sun? flower?
NOO!!

visual design

The color palette of the logo includes a bright blue background with white letters and a yellow starburst. The blue color represents trust, reliability, and loyalty, while the yellow color symbolizes happiness, optimism, and friendliness.

The lowercase font used in the logo is a custom-designed font known as "Walmart Font" and was created specifically for Walmart. The font is simple, modern, and easy to read, which makes it easily recognizable.

Overall, the current Walmart logo is a simple, and easily recognizable design that effectively conveys the company's values of trust, reliability, and low prices.



Comparison with 3 logos



The Target logo features a red bullseye design, with the company's name in bold, uppercase letters next to it. The font used for the company name is a simple, sans-serif typeface. The red color is often associated with energy, excitement, and passion.

Compared to Walmart's logo, Target's logo is more distinctive and memorable due to its iconic bullseye design. However, Walmart's logo is more straightforward and professional, without any additional design elements.

Comparison with 3 logos



Costco: The Costco logo features the company's name in uppercase letters, with a blue and white color scheme. The font used for the company name is a sans-serif typeface, with a slight curve to the letters. The blue color is often associated with trust, reliability, and professionalism.

Compared to Walmart's logo, Costco's logo is more minimalist and subdued. While both logos use a sans-serif typeface, Walmart's logo is more straightforward and easy to read, while Costco's logo has a slight curve to its letters that gives it a more modern feel.

Comparison with 3 logos



Amazon: The Amazon logo features a stylized arrow design that points from the letter "a" to the letter "z," indicating the company's wide range of offerings. The company's name is written in lowercase letters underneath the arrow. The font used for the company name is a sans-serif typeface, with a slightly slanted angle.

Compared to Walmart's logo, Amazon's logo is more playful and innovative, with a unique arrow design that reflects the company's mission of offering a wide range of products. Walmart's logo is more straightforward and professional, without any additional design elements.



Main objective of logo redesign

Redesign Walmart's logo to create a striking, modern, and professional aesthetic that will capture the attention of customers and emphasize the company's commitment to providing quality products and services. The logo should reflect the core values of the brand and its mission to serve its customers and communities. The logo should be iconic, memorable, and recognizable, while also providing a visual identity that can be applied across all platforms.

WALMART



The story and purpose behind redesigning

The existing Walmart logo is wonderful in every way, however it has to be modernised and give an unique touch. I believe that the Walmart logo should incorporate some visual element that indicates it is a supermarket and not just a grocery store. The reason behind this is Walmart is only known in the northern portions of America, whereas people in other areas of the world are unable to identify Walmart based on its logo alone. So, if the brand contains a visual component, it can grow globally without changing its name or logo. For instance, Walmart is known and established as Flipkart in India.

Another reason of redesigning is logo seems to be quite outdated. I would like to incorporate the wordmark and symbol into one logo to give it a more contemporary feel. Change the typography to follow current design trends to make the logo more relevant and approachable for customers and to represent the company's dedication to growth and innovation.

3 Options of Logo



walmart

Selected Logo



Where Quality Meets Affordability.

Variations of Logo



Simple



White Background



Color logo



Reverse



Black Background



Color Background

Color Scheme



The official colors of Walmart are medium blue and yellow. Walmart logo colors represent trust and joy. The Walmart color palette has been the same since 2008. Walmart color scheme can be used for design projects and purposes.

Color Name	HEX Color Code	RGB Color Code	CMYK Color Code
Medium Blue	#0071CE	(0, 113, 206)	(84, 54, 0, 0)
Yellow	#FCB61A	(252, 182, 26)	(1, 31, 99, 0)

Typography

Ciabatta is a popular font choice for logos because it has a unique, rustic feel that can convey a sense of warmth, authenticity, and handmade craftsmanship.

Ciabatta is a creamy type especially made for packaging. Thanks to 5 weights, it can be used in any case of packaging; powerful in headlines or in a lettering, yet very legible in small texts. Shapes are slightly narrow and based of classical italic but offer alternates with 2 storeys ‘a’ and ‘g’ which propose a more formal appearance in upright.

Ciabatta Semi bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
~ ! @ # \$ % ^ & * () { } [] < > ? : ; “ ” | **

Ciabatta Regular

Ciabatta Regular Italic

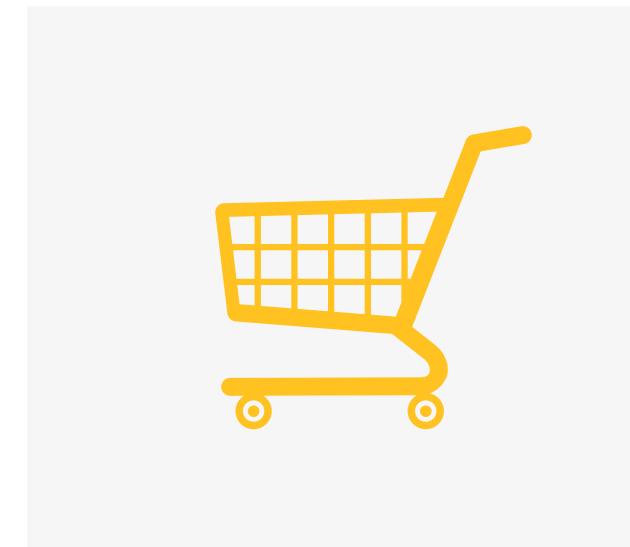
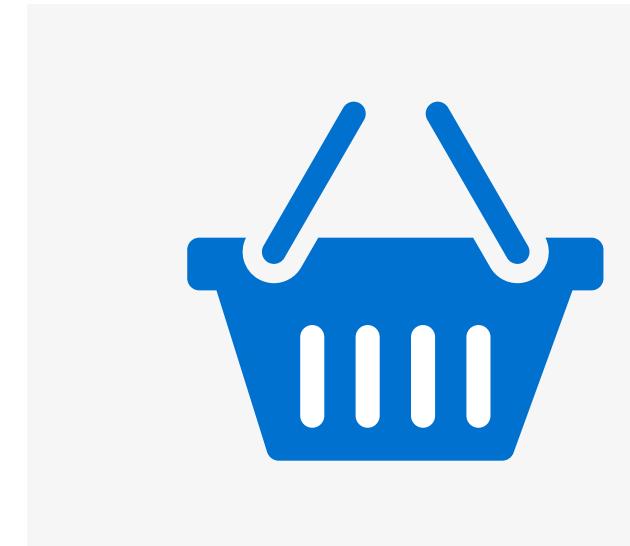
Ciabatta Medium

Ciabatta Medium Italic

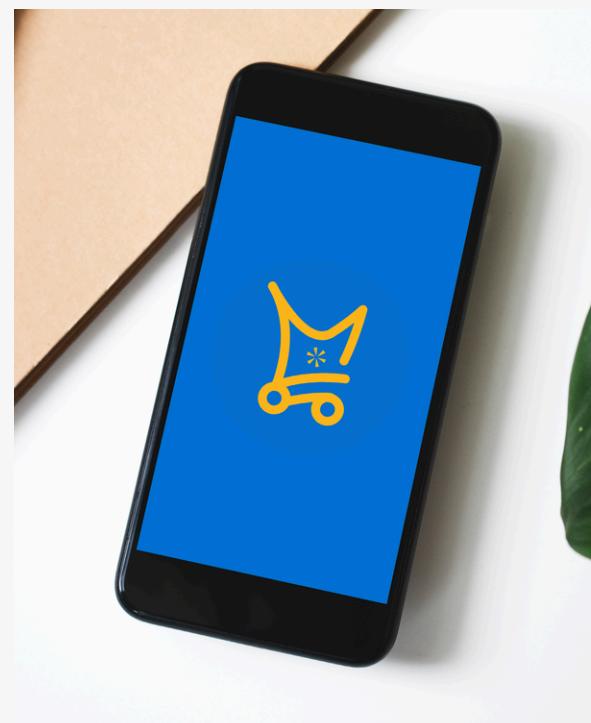
Ciabatta SemiBold

Ciabatta SemiBold Italic

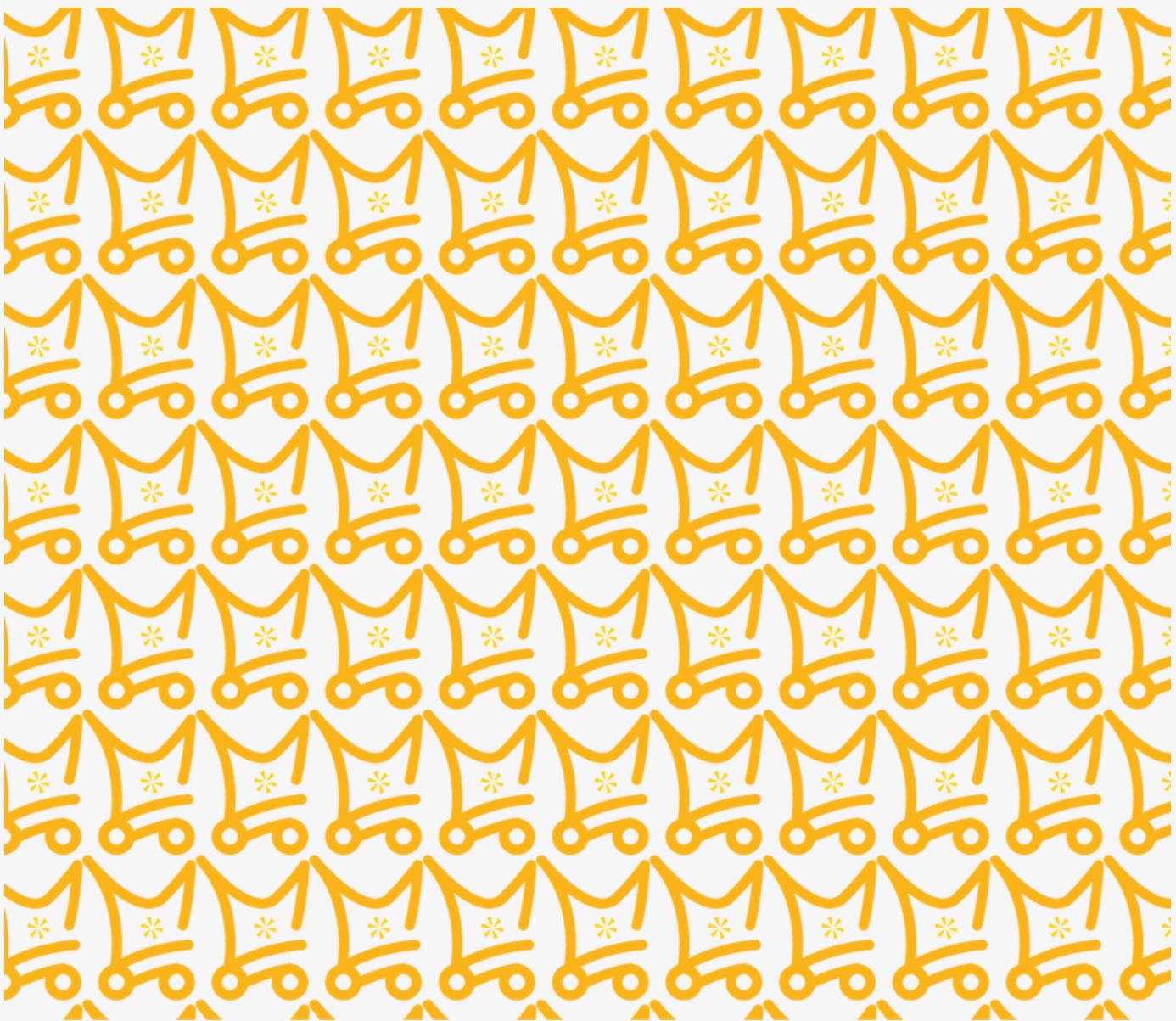
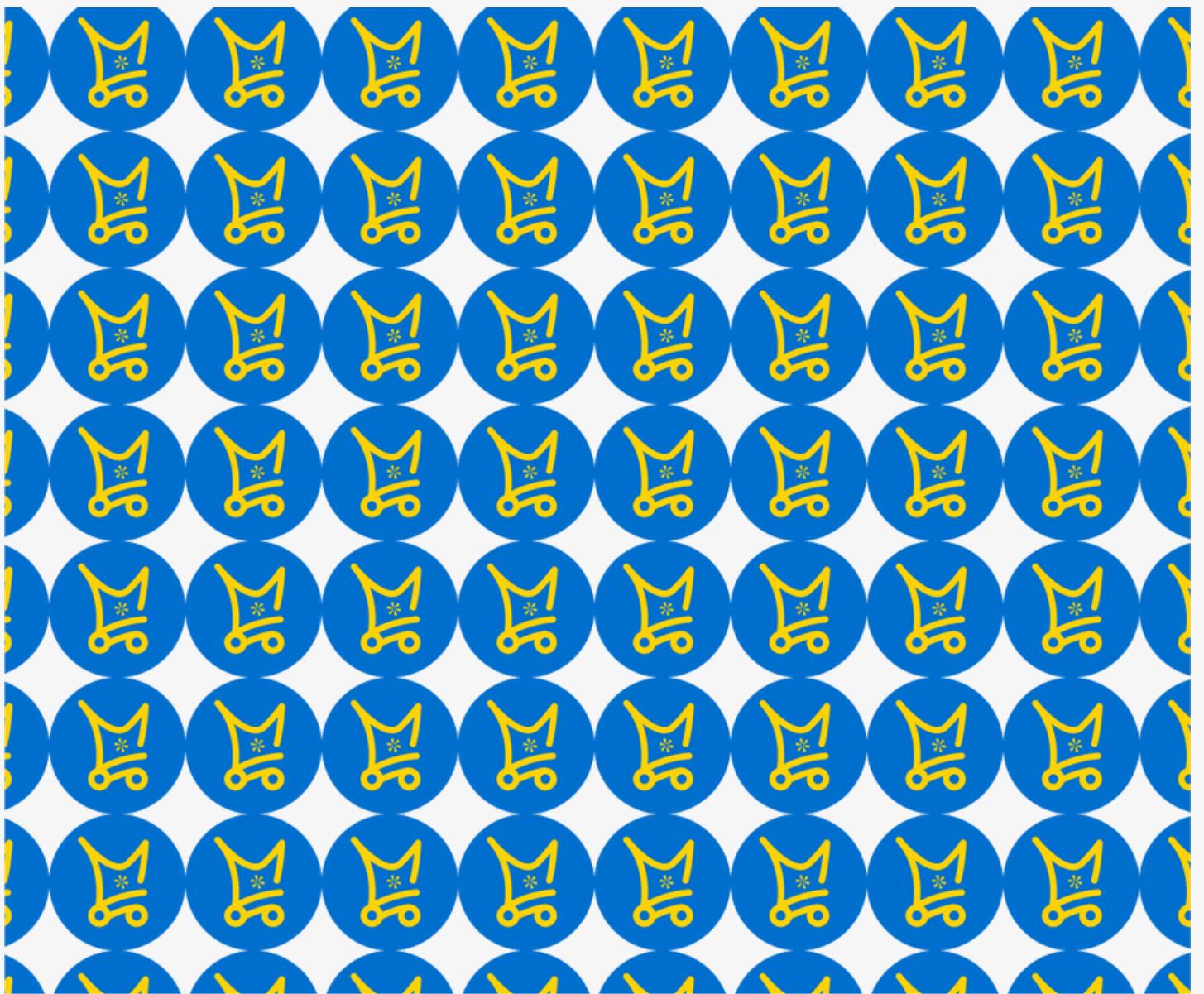
visual elements



Mockups



Supporting visual elements



Mockup



Resources

https://www.google.com/url?sa=i&url=https%3A%2F%2Fblog.logomyway.com%2Fwalmart-logo%2F&psig=AOvVaw2tbqCDG3U2to3Lcz-TW1qq&ust=1677090166225000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCIiB2-6dp_0CFQAAAAAdAAAAABAE

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https://www.freepik.com/free-photo/side-view-woman-holding-blue-bag-mock-up_5618065.htm#query=mockup%20of%20tote%20bags&position=46&from_view=search&track=ais

<https://logo.com/blog/target-logo>

<https://logos-download.com/wp-content/uploads/2016/02/Costco-Wholesale-logo.png>



Thank you

